

Message Text

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PAGE 01 STATE 215426

22

ORIGIN IO-13

INFO OCT-01 CIAE-00 CU-02 INR-07 L-03 NSAE-00 USIA-06

AF-08 ARA-06 EA-07 EUR-12 NEA-10 AID-05 ISO-00 PA-01

PRS-01 EB-07 /089 R

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APPROVED BY IO:DTOUSSAINT

L/UNA:RSTOWE

AID/TA/EHR:DMSPRAGUE

IO/ML:WPKRIEBEL

IO/UNP:GHELMAN

IO/UNESCO:RCHEATER

ARA/RPP:GNMONSMA

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FM SECSTATE WASHDC

TO AMEMBASSY PARIS PRIORITY

INFO ALL OECD CAPITALS

AMCONSUL FLORENCE

AMEMBASSY MOSCOW

USMISSION NATO

AMCONSUL NICE

AMEMBASSY NICOSIA

AMCONSUL STRASBOURG

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AMEMBASSY VALLETTA

XMT AMEMBASSY ATHENS

USMISSION GENEVA

USMISSION IAEA VIENNA

USDEL MTN GENEVA

USMISSION OECD PARIS

C O N F I D E N T I A L STATE 215426

NESCO

E.O. 11652: GDS

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PAGE 02 STATE 215426

TAGS:AORG, UNESCO, PORG

SUBJECT:UNESCO INFORMATION GROUP MEETING: DISCUSSION OF
DRAFT DECLARATION ON MASS MEDIA PRINCIPLES

REF: PARIS 24079

1. DEPT PLEASED THAT MOST INFORMATION GROUP (IG) PARTICIPANTS AT AUGUST 13 MEETING SUPPORTED U.S. STRATEGY FOR DEALING WITH DRAFT DECLARATION ON MEDIA ISSUE. PERMREP AT NEXT MEETING MAY COUNSEL THOSE EXPRESSING RESERVATIONS THAT, WHILE WE AGREE IT IMPORTANT TO AVOID GIVING IMPRESSION OF PUTTING PRESSURE ON DG, WE BELIEVE -- GIVEN DG'S SENSITIVITIES AND INTEREST IN SUCCESSFUL OUTCOME OF GENERAL CONFERENCE -- HE WOULD BE DISAPPOINTED IF IG MEMBERS DO NOT SHARE THEIR THINKING/PLANS ON THIS SUBJECT. HIS ACQUIESCENCE, IF NOT ACTIVE SUPPORT, IS ESSENTIAL TO GAINING POSTPONEMENT OF THIS ITEM.

2. PERMREP MAY ALSO REMIND IG THAT AT 18TH GC USDEL CALLED FOR EXPANSION OF COMMUNICATION CAPABILITIES OF THIRD-WORLD COUNTRIES AND STATED U.S. PLACES HIGH PRIORITY ON UNESCO PROGRAMS FOR COMMUNICATIONS DEVELOPMENT. RATHER THAN PROMISE OF NEW ASSISTANCE TO LDC'S BY IG FOR COMMUNICATIONS DEVELOPMENT OR INCREASE SIZE OF UNESCO BUDGET AS SOME IG MEMBERS PROPOSE, U.S. BELIEVES IG SHOULD RECOMMEND UNESCO REORDER ITS PRIORITIES, DEFERRING OR CUTTING LOW-PRIORITY PROGRAMS IN FAVOR OF EXPANSION OF COMMUNICATIONS. FYI: USAID NOW FOCUSES EFFORTS ON APPLICATION OF COMMUNICATIONS TECHNOLOGY TO EDUCATIONAL AND NATIONAL DEVELOPMENT RATHER THAN ON MEDIA. COMMUNICATIONS TECHNOLOGY ACQUIRED IN THESE FIELDS, HOWEVER, IS EASILY TRANSFERRABLE TO MEDIA USE. END FYI.

3. REGARDING FRG AND SWISS SUGGESTION THAT WEST SHOULD PUBLICLY DECLARE ITS WILLINGNESS TO SHARE WITH LDC'S EXPERTISE AND INFORMATION IN COMMUNICATIONS TECHNOLOGY, PERMREP MAY INFORM IG THAT, DURING THREE-MONTH DRIFT OF ATS-6 SATELLITE AUGUST-NOVEMBER 1976 FROM INDIA AREA TO NORTH AMERICA, USAID IS CARRYING OUT IN THOSE COUNTRIES OF CONFIDENTIAL

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PAGE 03 STATE 215426

AFRICA, ASIA, MIDEAST, AND LATIN AMERICA INCLUDED IN ATS-6 RANGE, SATELLITE-BEAMED PROGRAMS DEMONSTRATING RELATIONSHIP OF COMMUNICATIONS AND SPACE TECHNOLOGY TO DEVELOPMENT. FOLLOW-ON PROGRAMS ARE PLANNED INVOLVING (1) STUDIES AND TRAINING FOR POSSIBLE APPLICATION OF COMMUNICATIONS TECHNOLOGIES FOR DEVELOPMENTAL PURPOSES; (2) ESTABLISHMENT OF SOFTWARE-DEVELOPMENT CENTERS IN ASIA, AFRICA, AND LATIN AMERICA; AND (3) DEVELOPMENT AND DEMONSTRATION OF POTENTIAL

OF COMMUNICATIONS TECHNOLOGIES FOR LEARNING AS APPLIED TO EXISTING PROGRAMS IN HEALTH, AGRICULTURE, AND EDUCATION. USAID ALSO RECENTLY SPONSORED A SEMINAR AT STANFORD UNIVERSITY FOR MINISTERIAL-LEVEL LDC OFFICIALS TO ACQUAINT THEM WITH USES AND IMPORTANCE OF COMMUNICATIONS TECHNOLOGY IN NATIONAL DEVELOPMENT.

4. AN ADDITIONAL ARGUMENT WHICH SHOULD BE OF INTEREST TO LDC'S IS THAT APPROVAL OF DRAFT PRINCIPLES IN THEIR PRESENT FORM WILL RESULT SIMPLY IN FORMAL DISCLAIMERS OF ANYTHING TO DO WITH THEM BY A SIGNIFICANT NUMBER OF COUNTRIES, INCLUDING THOSE REPRESENTING MAJOR BROADCASTERS IN THE WORLD. IF LDC'S ARE REALLY INTERESTED IN EFFECTIVE RESULTS IN MASS MEDIA AREA, IT IS VERY MUCH IN THEIR INTEREST TO CONTINUE TO SEARCH FOR A DRAFT DECLARATION WHICH WILL COMMAND GENUINE AND WIDESPREAD SUPPORT. THIS WILL BE FEASIBLE ONLY IF CONSIDERATION OF PRESENT VERY CONTROVERSIAL TEXT IS POSTPONED AND FURTHER NEGOTIATIONS UNDERTAKEN.

5. DEPT COMPLETING WORK ON DRAFT ALTERNATIVE TEXT WHICH IT WILL CABLE ASAP. PERMREP MAY ADVISE IG OF THIS AND RECOMMEND THAT GROUP REACH AGREEMENT ON SINGLE TEXT BEFORE GC IN ORDER AVOID POTENTIAL DIVISIVENESS AT CONFERENCE OVER INDIVIDUAL IG AMENDMENTS OR TEXTS.

6. AT SEPTEMBER 3 MEETING OF IG, PERMREP MAY SEEK AGREEMENT TO FORM COMMITTEE TO OUTLINE FOR M'BOW THE WEO POSITION IN FAVOR OF POSTPONEMENT AT 19TH GC AND SET A DATE FOR MEETING WITH M'BOW. PERMREP MAY URGE IG TO DECIDE WHICH MEMBERS WOULD MAKE DEMARCHES TO WHICH THIRD-WORLD COUNTRIES RE COMMUNICATING THEIR SUPPORT OF POSTPONEMENT TO DG. USG PREPARED TO APPROACH LA'S MENTIONED IN STATE 188615.
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PAGE 04 STATE 215426

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